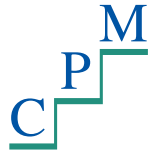




AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

CERTIFIED PRACTISING MARKETER

THE PROFESSIONAL BENCHMARK



CERTIFIED PRACTISING MARKETER (CPM) IS THE PEAK PROFESSIONAL BENCHMARK FOR MARKETERS

The Certified Practising Marketer (CPM) Program shows that you are a professional marketer – recognised by your peers for your extensive experience and qualifications. Through exclusive networking and ongoing professional development you will maintain your competitive advantage.

Unlike tertiary qualifications, CPM is recognition of both formal education and successful application of your marketing knowledge and skills.

The CPM Program is dedicated to:

- Defining excellence in the marketing profession
- Advancing your knowledge with appropriate professional development and networking opportunities
- Promoting the profession of marketing by recognising only qualified practitioners

To qualify, Certified Practising Marketer candidates typically have:

- Minimum 5 years practical marketing management experience with recognised marketing qualification/s
- 10 years marketing management experience/practise
- Extensive marketing knowledge and background experience

Applicants who do not initially meet the assessment criteria are provided a practical course of action to achieve CPM status.



CPM ASSESSMENT CRITERIA

CPM certification is based on both **quantitative** and **qualitative** assessments of career achievements, work history and education. To be successful the applicant must accumulate 650 points across all three areas.

The **quantitative assessment** takes into account educational qualifications, current job function, level of responsibility and total practical experience. In addition, weighting is given to the size of the organisation and the level of the role within that organisation.

The **qualitative assessment** involves a review of past vocational achievements and current role.

Educational Qualifications

A marketing degree or post graduate diploma in marketing is the basic education level. It is however, recognised that people can enter marketing without marketing qualifications and credit is given for completed qualifications in other disciplines and any marketing studies undertaken.

In some circumstances, substantial marketing experience can substitute for qualifications. However, in these cases applicants must demonstrate conceptual competence acquired through more than 10 years of marketing specific practise.

Practising Experience

A minimum of 5 years broad marketing experience is required. Applicants must demonstrate a breadth of experience with more than one area of marketing expertise such as communication, market research or sales.

Professional Achievements

Applicants are required to provide a resumé of their professional achievements. Clear career progress, increasing functional responsibility and seniority indicate a track record of professional achievement. Evidence of work done, results achieved and career highlights is sought. All claims must be independently substantiated.

Every application to become a Certified Practising Marketer is assessed on the individual's merits.



FREQUENTLY ASKED QUESTIONS ABOUT BECOMING A CERTIFIED PRACTISING MARKETER (CPM)

Q Who can become a CPM?

A: Anyone who is serious about a professional career in marketing can become a CPM. Since CPM is a benchmark of marketing practise it is a measure of career progress for professional marketers.

Q Is CPM a membership category?

A: CPM is not a membership category. It does not supersede or have higher status than any membership category. Nor do you have to be a CPM to be a member of the Australian Marketing Institute. However, CPM is a prerequisite for the membership categories of Associate Fellow and Fellow.

Q Why should I become a CPM?

A: Recognition. The people you respect in your business life will see and recognise you for what you are - qualified, experienced and professional. CPM will provide employers and clients with credentials which benchmark your career achievements. It will also serve to differentiate the relative experience of marketing practitioners. Along with the Professional Maintenance Program, your constant updating of skills will be recognised. Through the CPM Program marketers gain the professional recognition they deserve.

Q Do I have to complete a course to become a CPM?

A: CPM is not a course. It is designed to certify that an individual is a practising marketer who fulfils the Australian Marketing Institute's requirements for qualifications, experience and professionalism. To achieve this standard, some individuals may be required to undertake further study to upgrade their qualifications whilst others may be required to enhance their experience.

Q What if I do not yet meet the criteria for CPM?

A: Each application is individually assessed. Specific recommendations are made to provide a pathway for each applicant to ultimately achieve CPM accreditation. The assessment process offers valuable feedback and guidance to assist your professional development.

If you are not sure you qualify please call us on 1300 737 445.

If you don't qualify yet, we can assist by recommending a course of action (Professional Development Program) that will lead to CPM qualification.

Q What are my professional development obligations?

A: Each year participants in the CPM Program are required to undertake 32.5 hours of professional development per year or 100 hours over three years. A variety of activities qualify including workshops, seminars and self study, providing the program extends your marketing skills. The Institute offers a range of education, training and professional development designed to meet the needs of marketers based on the qualifications or experience.

Q How do I apply for CPM?

A: Simply complete the attached CPM Application Form and attach evidence of your educational and career achievements: a resumé or CV; transcripts of results and copies of certificates; an official position description or organisation chart. It is also useful to note specific details of work done or results achieved, ie. details of your involvement in the successful launch and establishment of a product or service. Send your completed application with a \$70 (inc GST) processing fee to the Australian Marketing Institute. If you are not currently an Australian Marketing Institute member you will also need to pay membership subscription fees.

If you have any other questions about becoming a Certified Practising Marketer, please contact the Australian Marketing Institute.

To help you complete your CPM Application Form, please refer to the **Application Guidelines** contained in this document



The Australian Marketing Institute offers professional development designed to meet the needs of Certified Practising Marketers



**CERTIFIED PRACTISING MARKETER (CPM)
APPLICATION GUIDELINES - PAGE 1**

**The assessment process is both
quantitative and qualitative.**

The quantitative assessment is achieved by reference to the **CPM Matrix**.

Successful applicants who satisfy both the quantitative and qualitative criteria will be required to commit to an on-going **Professional Maintenance Program (PMP)**.

A Professional Development Program will be provided to applicants who do not initially meet the CPM criteria.

INSTRUCTIONS

The CPM Application Form must be completed and submitted to the Australian Marketing Institute for processing.

Incomplete applications will not be processed. Complete ALL sections of the application form.

Print clearly or type out all details. If insufficient space, please attach typed submissions as appendices.

Read all sections carefully before answering. If you require assistance call Membership Services on **1300 737 445**.

Applications must be received with the appropriate payment, Applications received without payment will not be processed.

Please retain a copy of your application for your records.

CPM MATRIX

The CPM Matrix encapsulates the four criteria used to assess applications:

Educational Qualifications

The aim is to establish the extent to which the applicant has been exposed to, required to think about, demonstrate knowledge in, and apply marketing concepts and theories in the context of formal, recognised/ accredited educational programs. Ongoing study is also encompassed.

Job Function

Establishes the extent to which the applicant is responsible for the marketing decisions of the organisation. It takes into account: the degree of complexity; level of knowledge; skills required; and the potential impact of the applicant's decision making authority.

Level of Seniority

Establishes the level of seniority achieved and gives recognition to the underlying career path. Current level of seniority tends to reflect past achievements.

Practical Experience

Recognises the importance of experience in the practising of marketing. The aim is to establish the number of completed years of service of the applicant in either a recognised full marketing, marketing-related, or academic position.

Other Considerations

In the case of senior marketing practitioners, who do not have relevant academic study, weighting will be given to their experience.



**CPM MATRIX
EXAMPLES**

Example 1

Marketing Manager in an organisation with \$110M turnover	CPM Points	Weighting	Weighted Points
Educational Qualifications			
B.Bus (Mktg)	200	n/a	200
Job Function			
Category/Range Responsibility	125	x 1.3	163
Level of Seniority			
Marketing Manager	175	x 1.3	228
Practical Experience			
Full Marketing 6 years	125	n/a	125
Sub-total	625		716
Plus Launch Credit			50
Total Points Achieved			766

Example 2

Marketing Consultant and CEO of own business with \$1M turnover	CPM Points	Weighting	Weighted Points
Educational Qualifications			
B.Bus (Mktg)	200	n/a	200
Job Function			
Total Marketing Responsibility	175	x 1.0	175
Level of Seniority			
Chief Executive Officer	225	x 1.0	225
Practical Experience			
Full Marketing 12 years	150	n/a	150
Sub-total	750		750
Plus Launch Credit			50
Total Points Achieved			800

CERTIFIED PRACTISING MARKETER (CPM) APPLICATION GUIDELINES - PAGE 2

QUANTITATIVE ASSESSMENT

Point Scoring

Achieving the desired quantitative score of 650 points does not automatically attain CPM status nor is falling short of 650 points an automatic set-back. This is because job titles and function titles may have different meanings under different situations. However, quantitative scoring offers a quick indication of the applicant's standing.

Weightings

Flexibility in the use of job titles, scope of responsibilities, complexity of work environment, etc. varies within organisations. Organisation size provides some insight into individual job function and seniority. To overcome these differences, points nominated from the CPM Matrix are further multiplied against predetermined weightings.

The quantitative point scoring (CPM Matrix) often captures the attention of prospective applicants. However, both quantitative and qualitative measures are essential for CPM assessment.

QUALITATIVE ASSESSMENT

Points scored are reviewed against qualitative factors like career path, job functions, responsibilities and seniority. These details should be reflected in the applicant's resumé. An official position description attached with the application will assist assessors in determining the scope of job responsibility.

The career history will indicate track record and support claims of length of experience. It is useful to note that specific details of work done or results achieved are good pointers. Details of your involvement in the successful launch and establishment of a product or service. Printed materials offer good support.

ADDITIONAL NOTES

Educational Qualifications

The Institute will not accept academic claims at face value. Assessors reviewing academic qualifications need to understand exactly what marketing subjects you have undertaken. As examples, degrees like "B.Comm, B.Arts (Marketing Major) or MBA" are best supported with academic transcripts, clearly showing marketing subjects completed.

Endorsing Documents

Do ensure that documents submitted are properly endorsed by yourself ie. your signature on the back of the document. During the verification process with the awarding or issuing organisation and at post-assessment audit, documents must be capable of being identified as originating from the applicant.

Assessment Process

The assessment process is multi-levelled, comprehensive and subject to audit.

Declaration

Make sure the Declaration is completed. The Institute must have your authority to verify claims made in your application. Applications submitted without a completed Declaration will not be processed.

Other Considerations

In cases of highly experienced senior practitioners who may not have the option of relevant academic study, merit will be considered using career history, experience and other details provided under 'Practical Experience'.

Timing

Due to the comprehensiveness of the assessment process much time is consumed in assessment and verification. Applications take approximately 2-4 weeks depending on the speed of response by other organisations authenticating information submitted.



MAINTAINING YOUR CPM STATUS: PROFESSIONAL MAINTENANCE PROGRAM

All Certified Practising Marketers are required to undertake professional development to maintain their CPM status.

The **Professional Maintenance Program (PMP)** consists of a minimum of 100 hours over a three year period (or 32.5 hours per year). This commitment, which is subject to random auditing, fosters continued learning and development.

Your PMP must meet the criteria and policies set by the national professional development committee. The majority needs to be structured learning such as CPM workshops, tertiary study, marketing forums and management training. The remainder of your program can include informal activities such as academic readings.

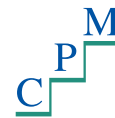
To learn more about the range of ongoing professional development programs the Australian Marketing Institute offers visit the website at www.ami.org.au or contact Membership Services on 1300 737 445

AUSTRALIAN MARKETING INSTITUTE
**CERTIFIED PRACTISING
 MARKETER**

APPLICATION FORM - PAGE 1 OF 2



AUSTRALIAN
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CERTIFIED
 PRACTISING
 MARKETER

Your Details

TITLE	FIRST NAME		
LAST NAME	DATE OF BIRTH		
NATIONALITY			
CITIZENSHIP			
ORGANISATION			
BUSINESS ADDRESS			
SUBURB / TOWN	STATE	POSTCODE	
TEL	FAX		
MOBILE			
EMAIL			
PERSONAL ADDRESS			
SUBURB / TOWN	STATE	POSTCODE	
EMAIL			
PREFERRED POSTAL: [] BUSINESS [] PERSONAL	EMAIL: [] BUSINESS [] PERSONAL		

Educational Qualifications

Describe in full the official titles of your qualifications including the awarding institution and year of award. Attach additional information as required and attach photocopies of certificates and academic transcripts.

Notes: If the qualification involves Majors, Honours etc, please state clearly. For qualifications obtained through research or a combination of research and coursework, please briefly explain the research topic. For institutions located outside Australia, please name the country where the institution is based.

Endorsement

The applicant must endorse copies of certificates and transcripts. (ie. Applicant's signature on the back of the certificates)

Educational Details

QUALIFICATION	YEAR OF AWARD
INSTITUTION	
QUALIFICATION	YEAR OF AWARD
INSTITUTION	
QUALIFICATION	YEAR OF AWARD
INSTITUTION	

Your Job Description

POSITION _____

DIVISION / DEPARTMENT _____

TIME IN CURRENT POSITION [] Years &/or [] Months _____

TIME IN CURRENT ORGANISATION [] Years &/or [] Months _____

MAJOR RESPONSIBILITIES _____

DESCRIBE YOUR ORGANISATION'S CORE BUSINESS OR ACTIVITY

Complete and submit this application form to become a Certified Practising Marketer (CPM)

Email: membership@ami.org.au

Fax: 1300 131 468

Mail: Australian Marketing Institute
 Membership Services
 GPO Box 5295 Sydney NSW 2001

Employment History

Please provide a detailed resumé of positions held from first to present position and attach it with this application.

Organisation Chart

Please include an organisation chart and clearly mark your position within your organisation.

Organisation Data

Employees	Turnover	Company Type
[] < 10	[] < \$100K	[] Listed Public
[] 10 - 49	[] \$100K - \$500K	[] Unlisted Public
[] 50 - 99	[] \$500K - \$1M	[] Proprietary Limited
[] 100 - 499	[] \$1M - \$5M	[] Government
[] 500 - 999	[] \$5M - \$20M	[] Non-Profit
[] 1000 - 4999	[] \$20M - \$100M	[] Association
[] 5000 - 9999	[] \$100M - \$500M	[] Partnership
[] 10000 +	[] \$500M +	[] Sole Trader

Main Business Activity

- [] Advertising
- [] Communications
- [] Construction
- [] Consulting
- [] Education/Training
- [] Finance/Banking
- [] Insurance/Superannuation
- [] Food/Beverage
- [] Government/Defence
- [] Health/Community Services
- [] Information Technology
- [] Manufacturing
- [] Media/Entertainment
- [] Primary Industry
- [] Professional Services
- [] Property
- [] Publishing/Printing
- [] Retail
- [] Science/Technology
- [] Sport/Recreation
- [] Telecommunications
- [] Tourism/Hospitality
- [] Transport/Logistics
- [] Utilities
- [] Other (please specify): _____

Marketing Areas of Interest

- You may select more than one
- [] Advertising
 - [] Business to Business
 - [] Communications
 - [] Consumer
 - [] Direct Marketing
 - [] E-Business
 - [] Ethics
 - [] Experiential Marketing
 - [] Financial Services
 - [] Incentive Marketing
 - [] Industrial
 - [] Internet
 - [] Marketing Metrics
 - [] Market Research
 - [] Professional Services
 - [] Public Relations
 - [] Public Sector
 - [] Retail
 - [] Services
 - [] Other (please specify): _____

This Application Form continues overleaf

The Australian Marketing Institute collects personal information in connection with our role as the professional association for marketers. A copy of our Privacy Policy is on our website at www.ami.org.au

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 ABN 30 000 026 586

AUSTRALIAN MARKETING INSTITUTE
**CERTIFIED PRACTISING
 MARKETER**

APPLICATION FORM - PAGE 2 OF 2



Marketing Specific and Marketing Related Functions

For the next questions please refer to the following:

“Marketing Specific” refers to responsibilities that involve all facets of marketing functions traditionally referred to as the “4p’s” or “7p’s”. For academics, this refers to those whose core discipline is marketing.

“Marketing Related” refers to responsibilities that usually involve one or two branches of marketing such as advertising, sales, market research, public relations or consulting. For academics, this refers to those whose core discipline is non-marketing.

For practitioners of marketing

Tick **ONE** box below that best describes your current level of responsibility.

Tick **EITHER** the “Marketing Specific” **OR** “Marketing Related” column only.

Marketing Specific Functions	Marketing Related Functions
<input type="checkbox"/> Total marketing responsibility for organisation	<input type="checkbox"/> Chief Executive Officer
<input type="checkbox"/> Divisional/regional marketing responsibility	<input type="checkbox"/> Total functional/divisional responsibility
<input type="checkbox"/> Total brand/product range, business category	<input type="checkbox"/> Regional/State/part functional responsibility
<input type="checkbox"/> Product/Brand Manager	<input type="checkbox"/> Single product/key account responsibility
<input type="checkbox"/> Assistant Product/Brand Manager	<input type="checkbox"/> Manager/Territory Manager/Marketing Research Officer
<input type="checkbox"/> Trainee/Assistant (general)	

For marketing specific or marketing related academics

Tick **ONE** box below that best describes your current level of responsibility.

Tick **EITHER** the “Marketing Specific” **OR** “Marketing Related” column only.

Please provide course/subject titles for which you lecture and tutor or any information that may be helpful in assessing the extent to which you can be said to be practising marketing.

	Marketing Specific	Marketing Related
Full Professor/Faculty Head	<input type="checkbox"/>	<input type="checkbox"/>
Associate Professor/Head of Department	<input type="checkbox"/>	<input type="checkbox"/>
Senior Lecturer	<input type="checkbox"/>	<input type="checkbox"/>
Lecturer	<input type="checkbox"/>	<input type="checkbox"/>
Tutor	<input type="checkbox"/>	<input type="checkbox"/>

Additional information

Fees

Fees must be enclosed with the application. Incomplete applications will not be processed.

CPM Application Fee

- AMI MEMBER Please enclose \$70 (inc GST)
- AMI NON MEMBER Please enclose \$370 (inc GST)

The Non-Member CPM Application Fee includes an annual Australian Marketing Institute Membership Subscription of \$300

CPM Annual Certification

If your application for Certified Practising Marketer is successful, future invoices will incorporate both the Australian Marketing Institute Membership Subscription Fee and the CPM Certification Fee

Payment Details

Please enclose the appropriate amount. Australian Marketing Institute ABN 30 000 026 586
 This form constitutes a Tax Invoice/Receipt upon payment. All amounts include GST.

PAYMENT AMOUNT [\$ _____]

CHEQUE Payable to Australian Marketing Institute

CREDIT CARD AMEX VISA DINERS MASTERCARD

CREDIT CARD NUMBER _____ EXPIRY DATE _____

NAME ON CARD _____

SIGNATURE _____

Level of Seniority

Tick **ONE** box below that best indicates your level of seniority within your organisation.

If your position is not given, please provide a description.

- Chief Executive Officer
- Marketing Director / Divisional Manager
- Marketing Manager / Regional Marketing Manager / Sales Director
- Group Product Manager / National Sales Manager / Group Account Director
- Product/Brand Manager / State Sales Manager / Account Director
- Functional Marketing Support Manager
- Individual Client Manager / Territory Executive / Manager
- Assistant
- Other (please specify): _____

Practical Experience

Tick **ONE** box to indicate your practical experience.

Practical experience is defined as the number of completed years of service either in a recognised full marketing or marketing related academic role.

	12+ Yrs	6-11 Yrs	3-5 Yrs	0-2 Yrs
Full Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Related Academic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Experience

Please attach any remarks concerning your experience which may be useful in assessing your application.

Declaration

IMPORTANT! Please ensure you complete this Declaration

Have you, or the organisation(s) you are/were involved with, been convicted of any civil or criminal offence, inquiries, etc. that are likely to impact on the outcome of this application?

Please tick: No, I have not been involved in anything that is likely to impact on the outcome of this application.

Yes, I have and attached are the dates, nature and status of such convictions, litigation, activities, investigations, inquiries etc.

I, _____ hereby declare that all of the information provided in this application is to the best of my knowledge true and accurate. For the purpose of verifying my qualifications and work experience/employment history, I authorise the Australian Marketing Institute (AMI), or its representatives, to contact the persons, organisations and institutions noted in this application. I understand all applications will be treated with diligence and confidentiality will be respected at all times. I accept the decisions for CPM certification by the Australian Marketing Institute as final.

When certified, I agree to: Abide by and uphold the Rules and Regulations and Code of Professional Conduct of the AMI; Uphold the standards and professionalism of CPM by completing the annual Professional Maintenance Program requirements specified by AMI; Pay all annual subscriptions for CPM and AMI when they fall due; Give three months notice in writing if I wish to cease my membership and CPM certification, immediately pay any outstanding amounts owing, return my certificates to AMI and cease using all AMI titles immediately.

SIGNATURE _____ DATE _____

Attachments

To ensure your application is correctly processed, list all attachments

AUSTRALIAN MARKETING INSTITUTE RECOGNISING PROFESSIONAL MARKETERS

The Australian Marketing Institute is the professional body representing marketing in Australia. Through the Institute's Certified Practising Marketer (CPM) Program you can expect to fast-track your professional marketing development and receive recognition for your achievements.

The Certified Practising Marketer (CPM) Program provides recognition of both formal education and successful application of your marketing knowledge and skills.

Becoming a CPM entitles you to attend exclusive events, seminars, meetings with special interest groups and also provides you with higher levels of networking opportunities.

The CPM program:

- Defines excellence in the marketing profession, balancing practical experience and conceptual thinking
- Advances your knowledge with continued professional development and networking
- Promotes the profession of marketing by recognising only qualified practitioners of marketing



REWARDING EXCELLENCE

The Australian Marketing Institute recognises top marketers at the annual **Awards for Marketing Excellence**.

Each year the **CPM Marketer of the Year** is awarded to an accredited marketer who has demonstrated exemplary performance in marketing and is held in high regard by peers and colleagues.

For more details regarding the Awards visit www.ami.org.au/awards



BECOME A CPM!

As a Certified Practising Marketer (CPM) you will benefit from the programs available to you, from the opportunities for continuing professional development, from the advocacy of the Australian Marketing Institute and from sharing ideas and knowledge with fellow professionals.

Australian Marketing Institute CPM's receive:

- The opportunity to list your marketing related services on the Australian Marketing Institute's **Marketing Services Directory (MSD)**. The MSD is the definitive web-based directory of marketing professionals in Australia. Listings are exclusive to Certified Practising Marketers (CPM).
- Access to competitive discounted rates for Professional Indemnity insurance
- Additional discounts on registration fees at conferences and events
- Webinars and access to the UK's *Market Leader* publication
- National Conference committee memberships
- Preference for national board and council positions
- Ability to judge the Australian Marketing Institute Awards for Marketing Excellence

As the professional benchmark for marketers, the CPM program enjoys the strong support of leading marketing practitioners.

